



Missouri Travel Barometer
April 2018 Report
(Data available as of 05/16/18)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

April Report Highlights

Lodging Statistics: 2018 Calendar Year to Date through March

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has been performing better in ADR while other states are showing stronger growth in Occupancy, RevPAR and Demand.

Missouri Lodging:

Occupancy down 3.3% -- ADR up 0.5% -- RevPAR down 2.8% -- Demand down 1.3%

SIC Tourism business sales and tax collections

- SIC sales revenue numbers are unavailable during the Dept. of Revenue transition to the use of NAICs codes. Comparable NAIC sales revenue numbers will be published as soon as data is available.

Website Visits: 2018 Calendar Year to Date through April

- Total web visits (main site and mobile visits) were down 24.4% for CYTD 2018 (Jan-Apr) compared to CYTD 2017
- Total web visits to VisitMO Spotlight (blog) were down 55.2% for CYTD 2018 (Jan-Apr) compared to CYTD 2017

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2018 Calendar Year to Date through April

- There were 5,168 responses in April – a decrease of 57.7% from April 2017 (This is most likely directly related to advertising cuts due to budget withhold)
- For CYTD18, there were 14,029 responses compared to 32,243 for CYTD17, a decrease of 56.5%

Welcome Center Visits: 2018 Calendar Year to Date through April*

- For CYTD 2018 the centers were down 45.8% for January - April 2018 compared to 2017
- For the month of April 2018 compared to April 2017, welcome center visits were down 49.9%
- For FYTD 2018, visits were down 38.9% compared to the same period in FYTD 2017*

Commercial airport deplanements: 2018 Calendar Year to Date through April

- Columbia up 51.2% for January – April 2018 compared to the same period in 2017
- Kansas City up 2.0% for January – April 2018 compared to the same period in 2017
- St. Louis up 4.1% for January – March 2018 compared to the same period in 2017
- All airports up 3.5% for January – February 2018 compared to the same period in 2017

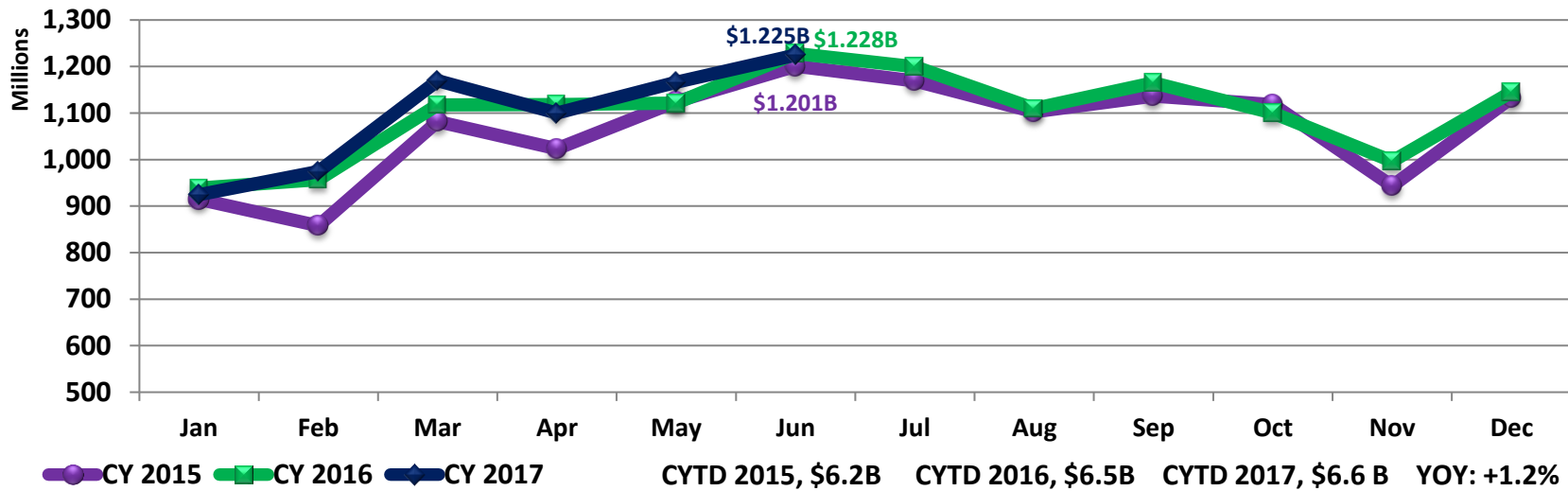
Brand USA Partners on VisitTheUSA.com: Website Activity 2018 Calendar Year to Date through April

- Missouri's homepage on VisitTheUSA.com had 1,326 pageviews during April 2018
- Top five countries viewing Missouri's page during April were Japan, Germany, France, Brazil and Mexico
- There were 210 destination and experience link clicks for Missouri during April
- Visitors from Belgium spent the most time on our page, averaging 10 minutes and 37 seconds compared to an overall average of 3 minutes and 23 seconds

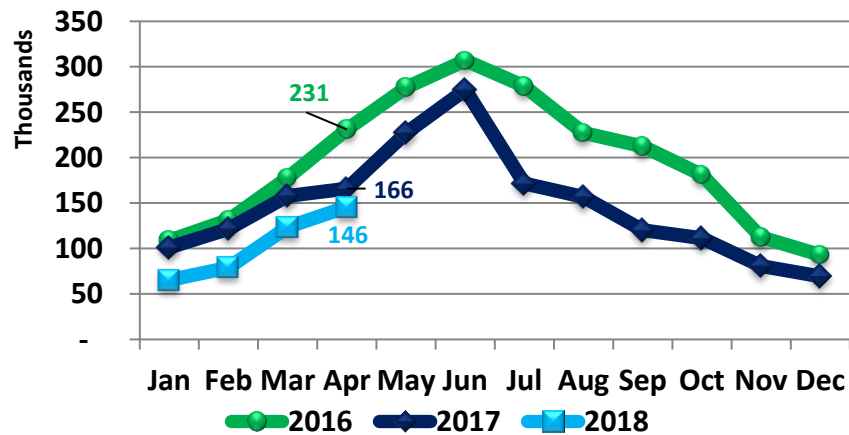
Sources: MO Dept. of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

*Welcome Centers are now closed two days per week.

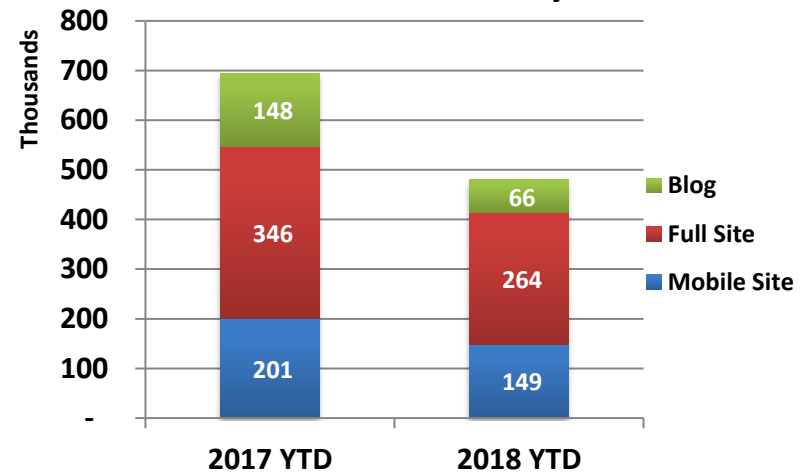
Sales Revenue from 17 Tourism SICs



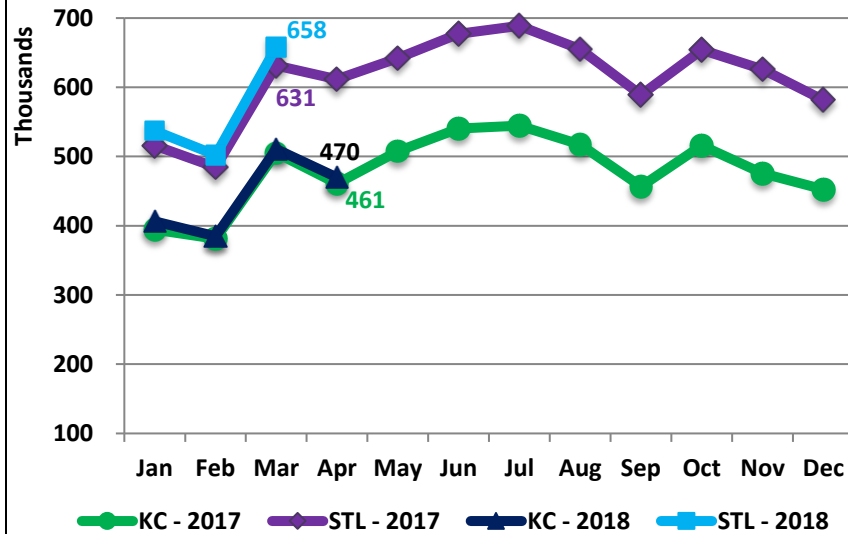
Visits to VisitMO (Full & Mobile Sites) by Month



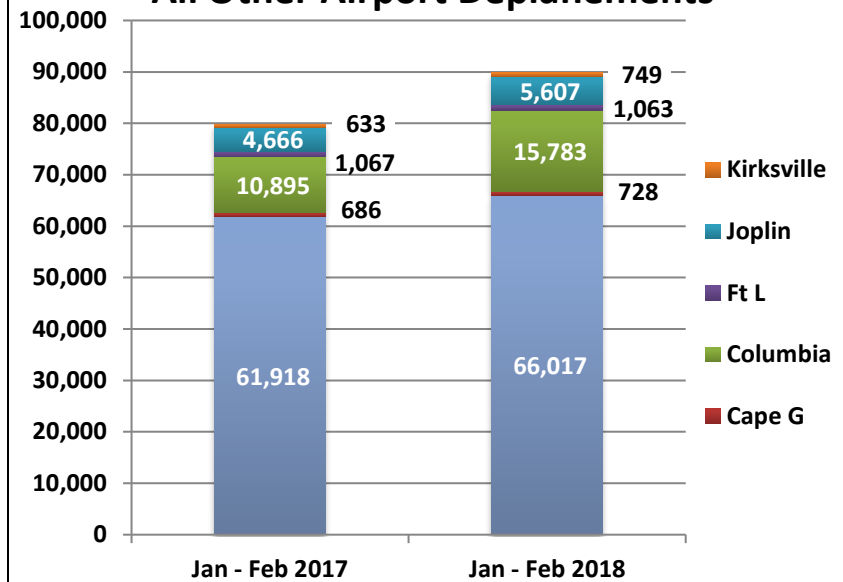
YTD Visits to VisitMO by Site



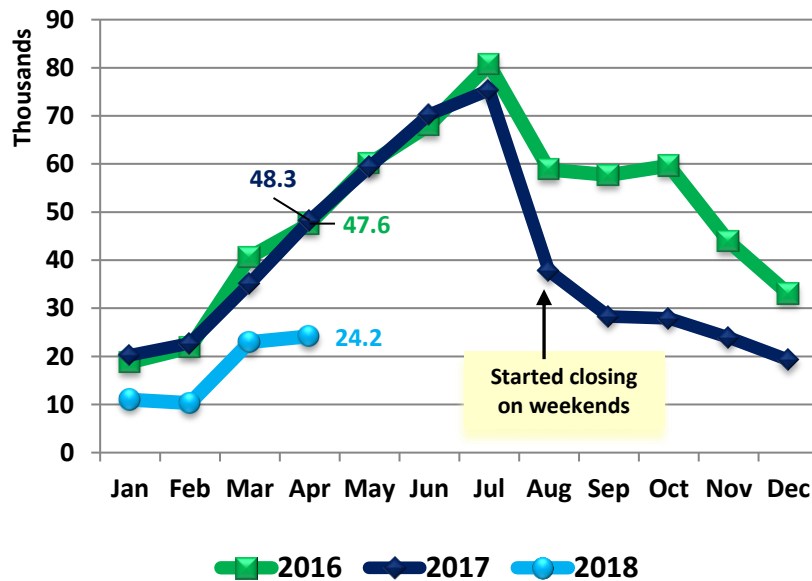
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

